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DATE: 04/30/93 SALES INFORMATION SYSTEM TIME: 09:58

SUBJECT: RJR SUMMER PROMOTIONS SENDER: MARTY WASHBURN

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TO: RJR DM'S WITH WAL*MART AND SUPERCENTERS

D.M. 5/3/93
T&D 5/3/93
S.R.M. 5/3/93
S.A.M. 5/13/93

SUBJECT: RJR SUMMER PROMOTIONS
WAL*MART BULLETIN

WAL*MART HAS ACCEPTED RJR'S SUMMER PROMOTIONS FOR JUNE.
PLEASE HANDLE WITH YOUR PEOPLE ASAP AS FOLLOWS:

1. RJR REPS MUST CONTACT ALL WAL*MART AND SUPERCENTER STORES SELLING CIGARETTES BY 5-20-93 TO ESTABLISH THE WEEKLY WINSTON ORDER FOR THE PROMOTION.

2. CONTACT DEPT 1 MGR OR CIGARETTE ORDER CLERK AND DETERMINE BY BRAND STYLE THE NORMAL WEEKLY WINSTON MOVEMENT. ADD 25% AND ENTER ON THE RJR PREBOOKING FORM. EXAMPLE: WIN KG AVERAGES 10 CPW. 10 X 25% = 13 CTNS THE DEPT MGR/CLERK SHOULD USE THE COMPLETED PREBOOKING FORM AS A GUIDE FOR THE INITIAL ORDER AND FOR THE NEXT 3 WEEKS. (4 ORDERS TOTAL) MULTIPLE DELIVERY STORES SHOULD SPLIT THEIR ORDERS.

3. ORDER QUANTITIES CAN RANGE FROM 100% TO 125% OF A NORMAL WEEKS BUSINESS BY BRAND. IF YOU EXCEED 125% YOU MAY RUN MCLANES OUT OF PROMOTIONAL PRODUCT.

4. WHEN PREBOOK IS COMPLETE, CONTACT THE STORE UPC MGR AND ENTER PROMO UPC'S, BOTH PACK AND CARTON, AND NEW REDUCED RETAILS (-$4.00 CTN. -$.40 PACK). THE NEW RETAILS MUST BE ENTERED AT STORE LEVEL PRIOR TO THE FIRST ORDER!!

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5. ADVISE YOUR STORE CONTACT NOT TO ORDER THE PROMOTIONAL ITEMS UNTIL 5-20-93 FOR 5-24-93 DELIVERY. IF THEY ORDER EARLIER THAN 5-20-93 THEY WILL NOT RECEIVE PROMOTIONAL PRODUCT.

6. ADVERTISE REDUCED ITEMS, MAKING VERY CLEAR THE REDUCED PRICE IS ONLY FOR SPECIALLY MARKED PRODUCT. NON-MARKED PRODUCT IS REGULAR PRICED.

YOU SHOULD ASSIST YOUR STORE CONTACT IN GETTING THE PRICE REDUCTION EFFECTIVELY COMMUNICATED TO THE CONSUMER USING AVAILABLE TOOLS PROVIDED TO MAXIMIZE WINSTON EXPOSURE.
ORDER INFORMATION, ITEMS #'S:

ITEM:	MCL-WORLD	ARKANSAS	LOUISIANA	WAL*MART #
WIN 85	840975	840983	841007	0122758
WIN 100	841122	841130	841148	0122769
WIN 83 BX	841064	841072	841080	0122760
WIN LT 85	841015	841031	841049	0122759
WIN LT 100	841098	841106	841114	0122761
WIN LT 83 BX	841213	841221	841239	0122823
WIN LT 98 BX	841247	841262	841270	0122824
WIN UL 85	841155	841163	841171	0122822
WIN UL 100	841189	841197	841205	0122777
WIN UL 83 BX	841536	841544	841551	-
WIN UL 98 BX	841569	841577	841585	0122825
WIN SEL 85	841593	841601	841619	0122778
WIN SEL 83 BX	841627	841635	841643	0122779

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CAMEL SUMMER PROMOTION:

1. IN STORES WHERE CAMEL IS A PLAYER OR YOU NEED TO REDUCE PRICING TO COMPETE WITH MARLBORO, CONTACT THE DEPT 1 MGR TO DETERMINE PRICE LEVEL REQUIRED.

2. WAL*MART REQUIRES THAT WE "COUPON" CAMELS DOWN TO THE MARLBORO PRICE. DO NOT BUYDOWN!!!

Source: https://www.industrydocuments.ucsf.edu/docs/yfkn0000

3. ADVERTISE THE REDUCED PRICE PROMINENTLY.

SPECIAL NOTE:

WAL*MART IS ATTEMPTING TO LINK THE PROMOTIONAL UPC AND THE REGULAR UPC ON WINSTON IN THEIR SYSTEM. THIS WILL ALLOW REGULAR PRODUCT TO SHIP IF MCLANES WOULD BE OUT OF AN ORDERED PROMOTIONAL ITEM. WE CANNOT DEPEND ON THIS SYSTEM SO ADVISE STORES THEY MAY WANT TO ORDER SOME REGULAR PRODUCT AS BACKUP.

GOOD SELLING!!!

MARTY WASHBURN

CC: RM'S, AVP'S

*** END OF MESSAGE ***

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